

ORDER**KSNV**

Orders
Order / Rev: 106562
Alt Order #: 06852078
Product Desc: Issue
Estimate: 1770
Flight Dates: 09/13/12 - 09/22/12
Original Date / Rev: 09/12/12 / 09/12/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Patriot Majority
Demographic: A35+
Product Codes: PLI1
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PISSE, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/26/12	78	\$82,775.00	\$70,358.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	78	\$82,775.00	\$70,358.75	0.00
Totals	78	\$82,775.00	\$70,358.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	27%	\$82,775.00
Market	100%	\$306,574.07

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	24%	\$73,577.78
KLTX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	23%	\$70,512.04
KTUD	0%	\$0.00
KVVU	19%	\$58,249.07
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	7%	\$21,460.19

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/13/12	09/26/12	M-F 5-6a WakeUp w/Wagners	5-6a		MTWTF--	:30	5	\$600.00	1	0.00	NM	6	\$3,600.00

M-F 5-6a WakeUp w/Wagners

COMMENTS APPLY TO SUB LINES A THRU B
 WAKE UP WITH THE WAGNERS

Start Date End Date Weekdays Spots/Week Rate Rating

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/13/12	09/26/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	5	\$600.00	1	0.00	NM	6	\$3,600.00
COMMENTS APPLY TO SUB LINES A THRU B WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/13/12		09/13/12	09/19/12	MTWTF--					5	\$600.00		0.00			
Week: 09/20/12		09/20/12	09/26/12	MTWTF--					1	\$600.00		0.00			
E 2	KSNV	09/13/12	09/19/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/13/12		09/13/12	09/19/12	MTWTF--					2	\$1,000.00		0.00			
E 3	KSNV	09/13/12	09/19/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	5	\$1,500.00	1	0.00	NM	5	\$7,500.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/13/12		09/13/12	09/19/12	MTWTF--					5	\$1,500.00		0.00			
E 4	KSNV	09/15/12	09/15/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$350.00	1	0.00	NM	1	\$350.00
NEWS 3 AT SUNRISE no program 7/7,															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	-----S-					1	\$350.00		0.00			
E 5	KSNV	09/15/12	09/15/12	News 3 Today - SATURDAY News 3 Today - SAT	CM	9am-930am	-----S-	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NEWS 3 TODAY/WKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	-----S-					1	\$500.00		0.00			
E 6	KSNV	09/16/12	09/16/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$625.00	1	0.00	NM	1	\$625.00
TODAY ON SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	-----S					1	\$625.00		0.00			
E 7	KSNV	09/16/12	09/16/12	Chris Matthews 9:30AM Chris Matthews SUN 9:30am	CM	9:30a-10a	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
CHRIS MATTHEWS SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	-----S					1	\$500.00		0.00			
E 8	KSNV	09/13/12	09/19/12	Wake Up Early w/ Wagners Wake Up Early Wagners	CM	430a-5a	MTWT--S	:30	3	\$200.00	1	0.00	NM	3	\$600.00
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/13/12		09/13/12	09/19/12	MTWT--S					3	\$200.00		0.00			
E 9	KSNV	09/20/12	09/26/12	Wake Up Early w/ Wagners Wake Up Early Wagners	CM	430a-5a	MTWT---	:30	1	\$200.00	1	0.00	NM	1	\$200.00
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/20/12		09/20/12	09/26/12	MTWT---					1	\$200.00		0.00			
E 10	KSNV	09/13/12	09/19/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	MTWTF--	:30	3	\$900.00	1	0.00	NM	3	\$2,700.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/13/12		09/13/12	09/19/12	MTWTF--					3	\$900.00		0.00			
E 11	KSNV	09/13/12	09/19/12	Rachael Ray Rachael Ray	CM	11am-12pm	MTWTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/13/12		09/13/12	09/19/12	MTWTF--					3	\$325.00		0.00			
E 12	KSNV	09/13/12	09/26/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	4	\$425.00	1	0.00	NM	5	\$2,125.00
COMMENTS APPLY TO SUB LINES A THRU B NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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E 12	KSNV	09/13/12	09/26/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	4	\$425.00	1	0.00	NM	5	\$2,125.00
COMMENTS APPLY TO SUB LINES A THRU B NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/13/12		09/13/12	09/19/12	MTWTF--					4	\$425.00		0.00			
Week: 09/20/12		09/20/12	09/26/12	MTWTF--					1	\$425.00		0.00			
E 13	KSNV	09/13/12	09/26/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	4	\$450.00	1	0.00	NM	5	\$2,250.00
COMMENTS APPLY TO SUB LINES A THRU B DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/13/12		09/13/12	09/19/12	MTWTF--					4	\$450.00		0.00			
Week: 09/20/12		09/20/12	09/26/12	MTWTF--					1	\$450.00		0.00			
E 14	KSNV	09/13/12	09/19/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	MTWTF--	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
FIRST NEWS 3 AT FOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/13/12		09/13/12	09/19/12	MTWTF--					4	\$700.00		0.00			
E 15	KSNV	09/13/12	09/19/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	MTWTF--	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
NEWS 4 AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/13/12		09/13/12	09/19/12	MTWTF--					4	\$700.00		0.00			
E 16	KSNV	09/13/12	09/26/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	12	\$1,200.00	1	0.00	NM	13	\$15,600.00
COMMENTS APPLY TO SUB LINES A THRU B EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/13/12		09/13/12	09/19/12	MTWTF--					12	\$1,200.00		0.00			
Week: 09/20/12		09/20/12	09/26/12	MTWTF--					1	\$1,200.00		0.00			
E 17	KSNV	09/15/12	09/15/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$650.00	1	0.00	NM	1	\$650.00
KSNV EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	-----S-					1	\$650.00		0.00			
E 19	KSNV	09/13/12	09/19/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MTWTF--	:30	4	\$1,300.00	1	0.00	NM	4	\$5,200.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/13/12		09/13/12	09/19/12	MTWTF--					4	\$1,300.00		0.00			
E 20	KSNV	09/13/12	09/26/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MTWTF--	:30	4	\$1,300.00	1	0.00	NM	5	\$6,500.00
COMMENTS APPLY TO SUB LINES A THRU B WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/13/12		09/13/12	09/19/12	MTWTF--					4	\$1,300.00		0.00			
Week: 09/20/12		09/20/12	09/26/12	MTWTF--					1	\$1,300.00		0.00			
E 21	KSNV	09/17/12	09/17/12	Mon PR 8-10p Monday Prime 8-10pm	CM	8-10pm	M-----	:30	1	\$6,000.00	1	0.00	NM	1	\$6,000.00
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	M-----					1	\$6,000.00		0.00			
E 22	KSNV	09/19/12	09/19/12	Wed PR 8-9p Wednesday Prime 8-9pm	CM	8-9pm	--W----	:30	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
ANIMAL/GUYS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	--W----					1	\$2,400.00		0.00			
E 23	KSNV	09/16/12	09/16/12	NFL Football NFL Football	CM	1P-9PM	-----S	:30	1	\$10,000.00	1	0.00	NM	1	\$10,000.00
SUN NITE FBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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E 23	KSNV	09/16/12	09/16/12	NFL Football NFL Football	CM	1P-9PM	-----S	:30	1	\$10,000.00	1	0.00	NM	1	\$10,000.00
SUN NITE FBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	-----S					1	\$10,000.00		0.00			
E 24	KSNV	09/13/12	09/19/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	3	\$1,100.00	1	0.00	NM	3	\$3,300.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/13/12		09/13/12	09/19/12	MTWTF--					3	\$1,100.00		0.00			
E 25	KSNV	09/15/12	09/15/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	-----S-					1	\$1,100.00		0.00			
E 26	KSNV	09/16/12	09/16/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	-----S					1	\$1,100.00		0.00			
E 27	KSNV	09/13/12	09/19/12	The Tonight Show Tonight Show	CM	1135p-1237a	MTWTF--	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/13/12		09/13/12	09/19/12	MTWTF--					2	\$700.00		0.00			
													Totals	78	\$82,775.00